

**LIBRARY SERVICE AND TECHNOLOGY ACT (LSTA)  
COMPETITIVE GRANTS FFY10 – Final Report, October 2011  
SOUTH CAROLINA STATE LIBRARY**

**Name of Sub-grantee Library/Agency: University of South Carolina Libraries**

**Library Director: Dean Tom McNally**

**Project Manager (if other than Library Director): Kate Boyd**

**Project Manager's email address: boydkf@mailbox.sc.edu**

**Title of project: SC Digital Library Ongoing Project**

**Grant award #: \_11F-10-05\_\_\_\_\_**

This report is to be completed by the Project Manager. Respond to each question in brief paragraph form, using additional pages. The most important concepts to address throughout are the benefits realized by your community residents, in the short or long term, by the grant-funded services provided to them.

If other library staff or community partners worked with you on this project, please include their comments (or have them complete a separate evaluation as optional input.)

1. How many people used or participated in your grant-funded services or programs?

We had a total of 78 librarians, archivists, volunteers, and part time staff involved in creating new SCDL collections this year. They came from the following 22 institutions:

Beaufort County Public Library  
Chester County Historical Archive  
Charleston County Public Library  
Charleston Museum  
College of Charleston  
Clemson University  
Coker College  
Coastal Carolina University  
Diocese of Charleston  
Erskine College  
Florence County Public Library

Greenville County Public Library System  
Georgetown County Public Library  
Historic Charleston Foundation  
MUSC  
SC Historical Society  
SC State University  
The Citadel  
USC  
USC Aiken  
USC Lancaster  
USC Medical Library

USC had a spring Midlands meeting and seventeen people came to the meeting. Many had been to previous meetings, demonstrating their ongoing interest in the project. We also had four USC Library School students focus on marketing SCDL for a class. They got \$200 from the USC School of Library and Information Science to pay for Google Ads. They won an award from the Google Online Marketing Challenge for their efforts and there was a clear spike in users when the ad was running in March of 2011 (See appendix A).

Concerning users of the SCDL web site, there is now an apparent steady upward trajectory of use. According to Google Analytics in 2008-09, there were 15,210 visits from 73 countries, 8,811 from 129 SC cities and 11,725 unique visitors. In 2009-10, there were 18,256 visits from 84 countries, 10,001 from 133 SC cities, and 14,294 unique visitors. In 2010-11, there were 21,569 visits from 86 countries, 11,293 from 141 SC cities, and 16,637 unique visitors (See appendix B).

2. Based on collected data or observation, what were their ages, gender, race/ethnicity?

Although we did not gather this information, we believe that the ages are mostly college age to adult, gender is mixed, and race/ethnicity we are not sure, but at least both African American and White.

3. Did your audience differ from your intended target group? No.
4. How did the project affect library visits or library card registration?

I do not think this project affects library visits or library card registration, but people did become more aware of the SCDL site and visit it more, as you can see from the statistics above.

5. How has use of library materials or other services been affected by the project?

More and more librarians and archivists have learned how to digitize to be a part of SCDL and they have also become aware of the importance of being involved. More users are aware of the project as well.

6. Were recipients of the services provided through the project pleased or satisfied with the service or program? How do you know? If you conducted surveys or other evaluative measures with participants, convey a sampling of some of their comments, positive or negative, in this space. Include verbal comments as well as documented feedback. Attach a blank copy of your survey or evaluation tool, if used.

Yes, through conversation, we are aware that the archivists and librarians we work with are extremely happy about our services. Chester County Historical Archive invited us to their annual meeting where we gave a presentation on the project. They are very excited. RCPL has many new ideas and we continue to talk to them. USC Aiken is very appreciative and excited about their new collection that will be launched soon. For the Lowcountry Digital Library, all 13 partners have gone out of their way to express how thankful they are to have access to our system. John White of College of Charleston has received positive feedback from every one of them.

7. What new skills or knowledge did participants learn through your project activities, and how have these new skills been demonstrated? If you can't show direct correlation between your service and a new skill, please comment on any personal benefit participants derived from the project.

The participants have learned how to digitize collections to the specifications needed for SCDL. We trained three groups of people in the USC office and had a Midlands Regional meeting as well. The three groups that visited were Coastal Carolina University, Coker College, and SC State University. We also trained Spartanburg Public Library on how College of Charleston and USC are doing finding aids in the state and

my department answered a number of questions on the phone to help people around the state with their digital collections.

8. Were you able to perform all of your planned activities? If not, what was the deterrent? Yes
9. How effective were your promotional efforts? Please attach copies of flyers, bookmarks, press releases or other items you used to get the word out.

We were very successful. We had a number of different approaches. First we did the basic poster, postcards and mechanical pencils. While we have not handed out all of them, we have given away a lot. Clemson, USC, and College of Charleston all got a set of each and have been responsible for handing them out themselves. USC has given them to anyone walking in the door as well as sending posters to all the school libraries, and pencils and postcards went to SCLA. We also did a Facebook ad and a Google ad (See Appendix C). While the Facebook ad got some attention, there is a definite spike in the analytics during the google ad. The Google ad was put on by the USC School of Library and Information Science students.

Furthermore, we made every effort to talk about SCDL whenever we had a chance. From College of Charleston, Tyler Mobley and Andela Flenner spoke at the SouthEastern CONTENTdm Users Meeting in Charleston in May 2011. The title of Tyler's talk was "Set Your Metadata Free: Using Open-Source Harvesters with CONTENTdm," and Angela's was "One Spreadsheet to Rule Them All." John W. White spoke on "Teaching with Primary Documents: Bringing Digital Collections into the K-12 Classroom," presented for the Palmetto Project: A Teaching American History Grant, Charleston County Public Schools, June 2011 and "Extracurricular Public Programming and African American History: The Lowcountry Digital Library and the Program in the Carolina Lowcountry and Atlantic World at the College of Charleston," which was presented at The State of African American and African Diaspora Studies: Methodology, Pedagogy, and Research Conference at the Schomburg Center, January 2011.

Kate Boyd focused a lot of effort this past year telling the K12 community about SCDL. She went to conferences all last year for K12 and this fall, Connie Geer, a Teacher in Residents in her office, funded through Michelin, has also been telling the K12 community about SCDL. The conferences Kate spoke at are SCASL in March at the Columbia SC Convention Center, SCAASS conference in February 2011 at SC SCETV,

African Americans Educators Conference in January at Myrtle Beach and the Conference for South Carolina Social Studies in October 2010 at Myrtle Beach. She also spoke about SCDL at the Rock Hill School District conference in October and at ICOMM week at the USC School of Information and Library Science. Ms. Boyd has also given a number of inpromtu presentations to visitors in her office who are touring the new Ernest F. Hollings Special Collections Library, including the federal congressional staff from Washington, DC who were visiting the three research universities in the state: USC, Clemson, and MUSC.

On October 21, 2011 Kate Boyd and Jessica Short spoke at the Chester County Historical Society's Annual Conference concerning the photograph collection that they are scanning for the historical society.

10. Overall, are you glad you did this project? How would you conduct the project differently, given what you learned as Project Manager?

Yes, I am glad we are able to continue to support the South Carolina Digital Library. While we did not add major collections, the promotional part has really helped. If we were to do this again, I think we would have spent more money on Google ads and less on postcards.

11. Please enter two or three pieces of advice you would offer to another library who may wish to implement a project similar to yours.

1. Use existing technical infrastructure found in the state and don't try and buy everything yourself.
2. Come talk to the SCDL folks and work with us so we can have a great resource for the state.
- 3.

12. Other comments:

USC Digital Collections worked with Erskine College, Chester County Historical Archive, USC Aiken, Coker College, Coastal Carolina University, SC State University, Columbia Historic Preservation, and USC Lancaster this year on new collections. Not all of these collections are up yet, but the librarians and archivists have been very appreciative of our help. We are establishing ourselves as the place to go for assistance with digital projects around the state. Coker College, Coastal Carolina, and SC State have come to our offices for training. We have talked to others on the phone. Spartanburg County Public Library also came for help with creating finding aids marked up in EAD.

USC Libraries added 22,043 items and 26 new collections. Through the support of LSTA funding, we were also able to help add another 1693 items for the above institutions.

SCDL still has some technical needs and could use some more full time employees. The plans for next year are to move to a better harvester. The current harvester from CONTENTdm is restrictive on collections outside CONTENTdm and often does not work as it is suppose to. CONTENTdm plans to update their harvester this year, but it may be too late. The new harvester will be supported by the College of Charleston, so there will be no annual fee, which USC has been paying. College of Charleston is also designing a new SCDL web site with a new content management system. SCDL will be based on Drupal and the staff at College of Charleston is putting this together. The plan is to have it launched by summer 2012. USC Digital Collections and Georgetown County have just migrated to the new 6.1 version of the CONTENTdm database and both have unlimited licenses. Clemson is in the process of migrating to a Fedora database and College of Charleston is thinking about the same thing.

Georgetown County Public Library alone has another 24 collections ready to be harvested into SCDL. All that is preventing us is time and staffing.

College of Charleston has added 29 new collections and about 15,000 items.

This year there was a definite, clear increase in use of the SCDL and it is still strongly supported by USC, Clemson, College of Charleston, and Georgetown County Public Library. We hope that SCDL will continue to be supported by the SC State Library as well.

**Project Manager's signature:**

Kate F. Boyel

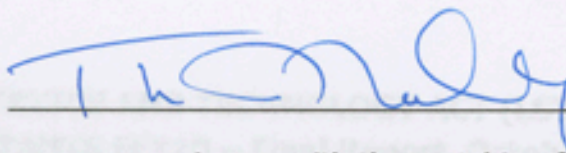
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#### **Certification of Sub-grantee Matching Funds**

(Name of Sub-grantee Library/Agency) : University of South Carolina Libraries met the required 34% match amount of \$ 28,880.96 as stated in the original project budget.



Library Director (Signature):



Please explain in the following space any issues with the matching funds (i.e., the project budget was revised during the project period so as to result in a change to the required match amount; or, the match was not met.)

Return this form and any attachments by October 31, 2012, by IMS, mail, email attachment, or fax to:

**Kathy Sheppard, LSTA Coordinator**

**SC State Library, PO Box 11469, Columbia S.C., 29211**

**[ksheppard@statelibrary.sc.gov](mailto:ksheppard@statelibrary.sc.gov)**

**(803)734-8653 Fax: (803)734-8676**

The report is to be completed to each question in brief paragraphs. The report should address the following questions throughout the report. The report should be in the short or long term, by the grant-funded activities.

If other library staff or community partners worked with you on this project, please include their comments (or have them complete a separate evaluation as optional input.)

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Diocese of Charleston  
Erskine College  
Florence County Public Library

## Appendix A

USC School of Library and Information Science Report  
on the Google Online Marketing Challenge



## **Executive Summary**

### *Campaign Overview*

The South Carolina Digital Library (SCDL) campaign began on March 28th at 8:00 a.m. SCDL, a collaborative effort of several SC academic groups, provides digitization of South Carolina historical information and makes it available for free to the public. The goal was to increase traffic to the website and expose researchers, students, teachers and others to SCDL collections. Four different campaigns were created: Lesson Plans, Metadata, Photo/Collections, and South Carolina History. The campaign ran for two weeks and cost a total of \$199.57.

### *Key results*

The Photo/Collections campaign was the most active, bringing 496 clicks at a total cost of \$111.33. The next best performing campaign was Lesson Plans, with 194 clicks at a total cost of \$67.55. It can be argued, however, that the most successful campaign was Metadata based on CTR alone. It only received 87 clicks but the 3.52% CTR was the highest of all campaigns and the \$0.20 average CPC was the lowest.

### *Conclusion*

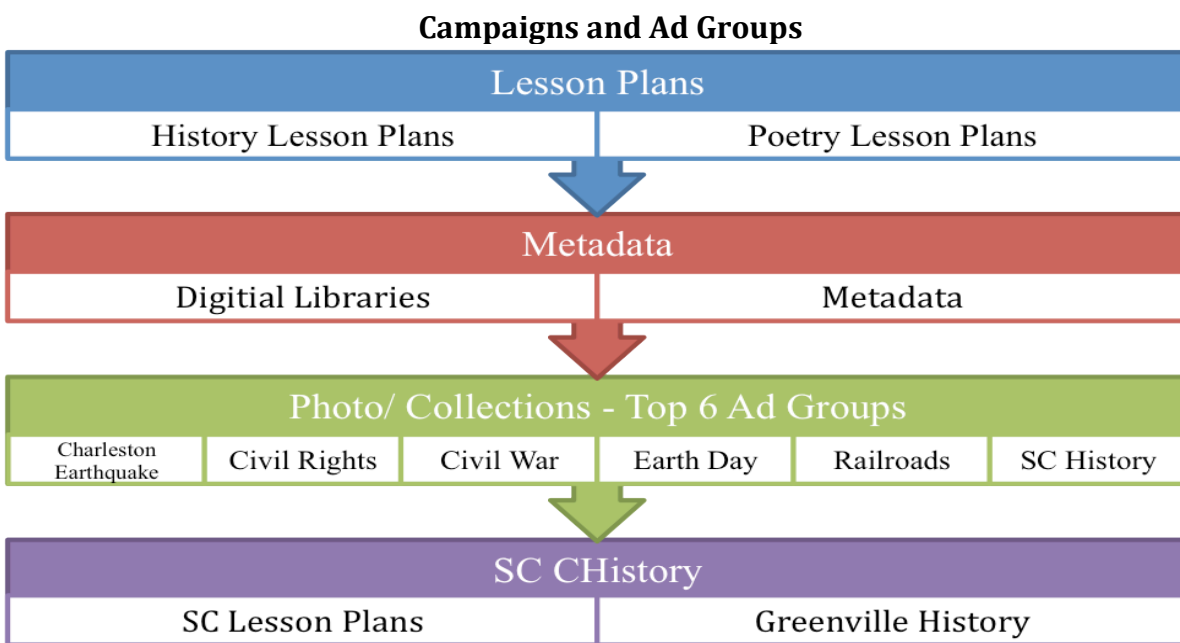
During the two weeks of the challenge, SCDL received a total of 1,572 visitors from direct, referring, and search traffic combined. Of those visitors, 784 came from ads, making up 49.87% of the overall site total.

### *Future Online Marketing Recommendations*

Since AdWords has been proven to increase website traffic and reach online information seekers directly, it should be considered integral to any SCDL promotion strategy. With SEO changes to the website that include increasing HTML metatags, creating collection specific landing pages, and adding to the existing list of referring websites, as well as promoting their collections through online networking opportunities, the site will become more relevant to search engines and increase accessibility. SCDL can meet the ever growing demand for quality online primary resources with these changes.

### Campaign Overview:

Although the campaign to promote SCDL officially began on March 21st, that was unintentional, and the active campaign did not begin until March 28th. Between March 28, 2011 and April 10, 2011, \$199.57 was spent between four campaigns and nineteen ad groups. The number of active campaigns and ad groups varied each day. The daily budget was generally around \$15, with about half going to the Photo/Collections campaign and the rest going mainly to the Lesson Plans campaign. The Metadata and SC History campaigns were set to \$2 or \$3 per day, but were not depleted. Later in the challenge, when the Digital Libraries ad group in the Metadata campaign began to generate traffic, money was reallocated from the Lesson Plans and Photo/Collections campaign daily budgets. Due to a large number of ad groups and a consistently low CPC, the Photo/Collections campaign continued to have the highest daily budget.



Prior to the start of the challenge the team hoped that CTR would reach 5%, that CPC value would average between \$0.05 and \$0.10, and that each day would yield at least 300 impressions and 15-20 clicks. During the challenge, team members signed up for shifts to monitor campaign activity. During a shift, a team member would pause keywords, ad groups, or campaigns with a low CTR. Any campaign activity was then reported to the rest of the team using the class discussion board.

## **Evolution of the Campaign Strategy**

Over the course of the challenge, high-performing ad groups and successful ad text strategies led to a more refined approach. The team initially tried out a large number of ad groups focused on different SCDL collections, yet soon found that unsuccessful keywords and ad groups were negatively affecting the overall campaign CTR with increased impressions and less clicks. Ad groups that did not perform well within 24 hours were paused or deleted, and all keywords with a quality score below four were deleted. Changing all keywords to phrase match helped reduce CPC and increase relevancy, and soon all new keywords were being added as phrase match. Whittling down the list of keywords helped reduce overall impressions, and all keywords were paused at 100 impressions and zero clicks or at  $CTR < 1\%$ .

Focusing on the idea of keyword affordability, the team developed additional ad groups in the Photo/Collections campaign. Railroads, SC History, Plantation Life, and Earth Day ad groups were added later in the campaign to take advantage of inexpensive keywords. Other ad groups, like WWII and Metadata, never lived up to their potential. The WWII ad group had high traffic keywords and the collection was featured on the SCDL homepage, but the ads were unsuccessful and the ad group was paused. The Metadata ad group and all SC History ad groups, which highlight SCDL's strongest areas, did not receive much traffic. Specialized ad groups like this are low risk because they attract a low number of impressions and won't lower the overall CTR, but should be of high interest if someone is searching the targeted keyword.

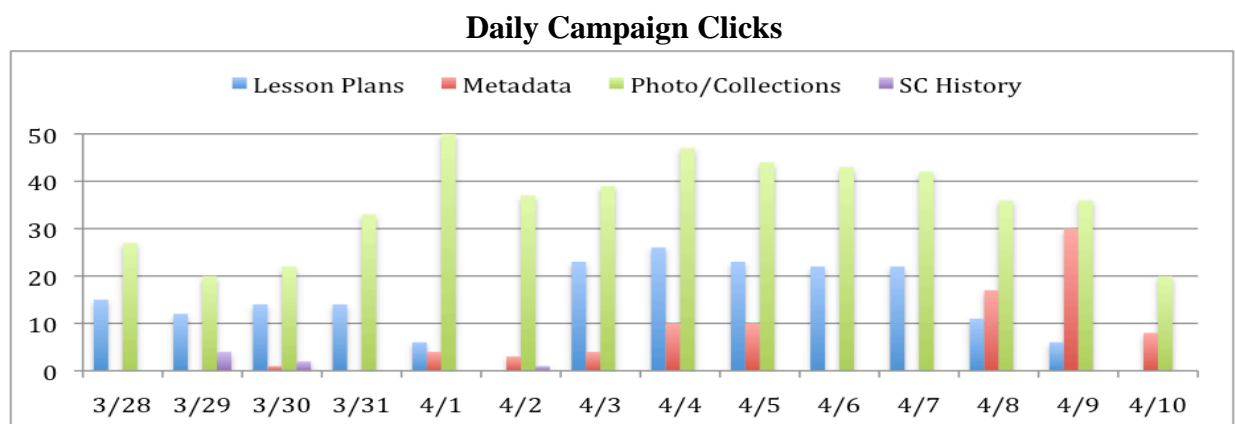
As the campaign steadily improved, the standards for keywords and ad groups were raised even higher. The focus shifted from creating new ad groups to improving existing ones that were doing well. Keeping a smaller group of successful keywords also lowered CPC, which was reduced by over 50% by the campaign's end.

An experiment with keyword insertion led to major campaign strategy changes. This was first attempted using ads for the Civil War, Civil Rights, and Railroads ad groups in the Photo/Collections campaign. Immediately these ads began receiving more clicks than ads without keyword insertion. Over the next day, keyword insertion ads were put in every active ad group, and it proved to be one of the most successful ways of attracting clicks. Adding a

relevant keyword onto the display URL was also found to impact ad success, and was adopted in every ad.

## Key Results

During the two active weeks of the campaign, the overall CPC went from \$0.49 to \$0.25, and the CTR rose from 0.66% to 2.44%. Improvements in CTR were more dramatic on a day-to-day level. On the final day of the campaign, average CPC was down to \$0.19 and average CTR was 8.31%. Among the four campaigns, Photo/Collections was the most active. While Photo/Collections and Metadata had similar numbers for CPC and CTR, the significantly larger Photo/Collections campaign received the most clicks, 496, and 19,773 impressions. The Lesson Plans campaign received 194 clicks, had an average CTR of 2.51%, and had the highest average CPC at \$0.35.



The Photo/Collections campaign consistently received the largest percentage of the daily budget because it had high traffic keywords and low bid prices. One of the best performing keywords in Photo/Collections was "civil war battle pictures", which received 62 clicks, 294 impressions, 21.09% CTR, and \$0.16 CPC. "Lesson Plans Templates", a popular keyword in the Lesson Plans campaign, received 67 clicks and 1,027 impressions, with 6.52% CTR and \$0.29 CPC. Overall, "Lesson Plans Templates" cost \$9.47 more than "civil war battle pictures," and only received five additional clicks. The keyword with the highest CTR in the Lesson Plans campaign still averaged a relatively high \$0.26 CPC. Additionally, there were almost no bargain keywords in the Lesson Plans campaign. Only seven clicks out of 194 cost less than \$0.25. In the Photo/Collections campaign, 427 clicks were purchased at \$0.25 or

below, with twelve purchased below \$0.10. Throughout the course of the campaign, the top performing ad groups based on CTR were Civil War, History Lesson Plans, Digital Libraries, Railroads, and Earth Day.

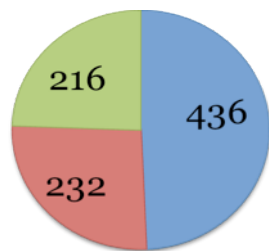
Two ad groups, Slavery and Sheet Music, were nearly impossible to get going. The text for these ads remained under review for days. It was decided to use keyword insertion in both ads and remove the words “slave”, “slavery,” and “audio file” from the text, which resulted in the ads being approved. Despite high impressions, these ad groups failed to produce clicks and were both deleted. The Charleston Earthquake Photos ad group capitalized on public interest in the recent earthquake in Japan, and did well in the first week of the campaign. After that, interest in earthquakes died down, and the ad group was subsequently paused.

SCDL provides K-12 Lesson Plans and connects online digital collections from institutions all over South Carolina through the searchable database of CONTENTdm. A trampoline of sorts, SCDL redirects visitors to the URL of the institution that houses the desired collection. The nature of services that SCDL provides accounts for an increased bounce rate.

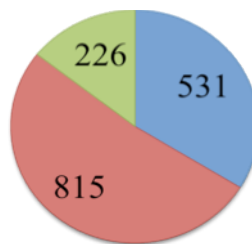
## Conclusion

### SCDL Website Traffic Sources

■ Direct Traffic ■ Search Engines ■ Referring Sites



Pre-Campaign, March 12-27



GOMC, March 28-April 10

Collaborating on digital projects, improving the digital collection infrastructure, and promoting the collections are among the goals emphasized by SCDL. Furthermore, SCDL envisions “greater access to the rare and special South Carolina historical materials housed in the many

museums, libraries, archives, and historical institutions in the state.” SCDL’s goal for the campaign was to increase website visibility and awareness of the collections. The team set a goal to increase search engine traffic from 23% to 50% of the total visitors to the SCDL website. Through effective campaign management, the number of visitors referred by search engines during the campaign increased from 232 to 815, a 97.55% increase that amounted to 52% of the total visitors. The success of this campaign indicates that Google AdWords can be the means by which SCDL promotes its resources by linking search engine users directly to their website.

### **Future Recommendations**

It is the recommendation of this team that SCDL continue to use Google AdWords, employ SEO techniques, and seek out networking opportunities as part of a plan to promote its resources. SCDL should continue to develop more collection-specific campaigns and ad groups, while focusing on affordable keywords. Throughout the calendar year, SCDL should take advantage of occasions such as Black History Month, Women’s History Month, holidays, and significant anniversaries to promote relevant collections. Creating more diverse landing pages, clarifying page headings, and including additional HTML metadata tags are a few of the SEO techniques that could improve SCDL’s prominence in search results. Pursuing opportunities for back-links on websites for K-12 schools, libraries, universities, historical societies, and relevant blogs would increase the page ranking of the website, as well as attract additional visitors to the site. These actions would also raise the quality score of ads and keywords in AdWords and continually help to lower the CPC. In order for SCDL to thrive on the Internet, networking opportunities should be considered. By setting up share capabilities, the visitors on SCDL can help promote the site on various social networking tools, such as Facebook, Twitter, Flickr, and YouTube. SCDL can increase website visibility and traffic to meet the ever-growing demand for quality online primary resources. Since AdWords has been proven to increase website traffic and reach online information seekers directly, it should be considered integral to any SCDL promotion strategy.

## **Learning Component**

### *Learning objectives and outcomes*

The team took on this challenge hoping to learn how online marketing tools can benefit a specialized, non-profit information organization. By closely monitoring all campaigns, the team gained an appreciation for relevancy and the importance of knowing one's audience. At the end of the challenge, the team understood the many related terms and metrics, and could effectively manipulate them to achieve desired results. Having learned to create and evaluate marketing efforts as they relate to our professional field, the team met both personal expectations and the challenge learning objectives.

The importance of choosing effective, affordable keywords became increasingly clear as the team whittled down long keyword lists and watched the CTR rise and the CPC go down. At the start of the challenge, nobody could have predicted which campaigns would do well and which would fail, yet performance could almost always be improved by making changes to keywords. The team knew that relevancy was important, but seeing the effect of keyword insertion in ad headlines illustrated just how critical it is to find one's niche audience and speak directly to them.

### *Group dynamics*

Collaborating on team assignments is rarely easy. Communication was difficult, with the five team members spread across three states. The team captain was the only team member who had direct communication with the client. Communication through email was slow and sometimes misunderstood. With the help of conference calls, Skype, Google Docs, and text messaging, the communication challenges between team members were easily overcome.

Division of labor was one of the expected outcomes of working as a team. With five people exploring SCDL and choosing collections to promote, several campaigns and ad groups were created and refined. Once an ad group was active, all team members contributed to improving its performance. While monitoring the campaign was certainly addictive, having multiple team members available to make immediate changes was imperative to the campaign's success. Since the campaign took place over such a short time period and AdWords was new to



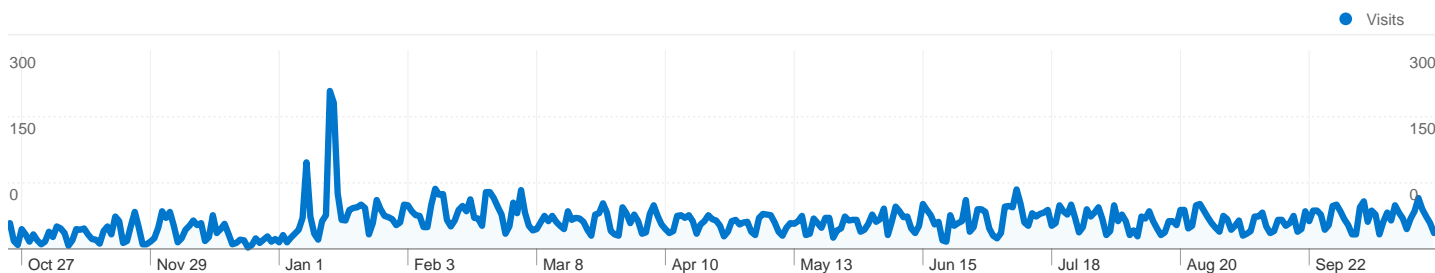
everyone, working together enabled team members to learn from one another. If someone discovered a new tip or tool, that information was shared on the class discussion board. Prior to the start of the campaign, it was easy to delegate responsibility for researching campaigns or keywords to specific team members. However, in order for the actual campaign to be fluid, the team had to work together. There were differences in opinion on how certain collections were chosen, how much money the team was willing to spend on any given keyword and whether or not to pause a campaign. The need for both cooperation and persuasion was clear, and navigated diplomatically. Adding negative keywords was an area where having multiple team members was a surprising benefit. Each team member contributed different aspects of an ad group that could produce unwanted impressions.

### *Client dynamics*

SCDL was a highly receptive and appreciative client. Information from group discussions was effectively relayed through the team captain, and the distance did not hinder the campaign. At one point there was a slight delay in linking the campaign to Google Analytics, but the account was eventually linked and the necessary statistics were retrieved. Working with a dynamically structured website presented some unexpected difficulties in finding a way to choosing effective landing pages. Internet users often expect immediate results and may not take the time to scroll down to the desired collection. Additionally, since the purpose of the SCDL website is to direct users to other URLs, the unexpectedly high bounce rate of 75% was difficult for the team to analyze. This challenge was brought to the attention of the client and the subsequent effect that this will have on their relevancy to search engines. Suggestions for ways to overcome this challenge and increase the average time spent on the website included the creation of theme specific home pages for each collection where a multitude of HTML metatags can then be inserted.

## Appendix B

Details from Google Analytics for the SCDL web site from 2008- 2011



## Site Usage

15,210 Visits

39.59% Bounce Rate

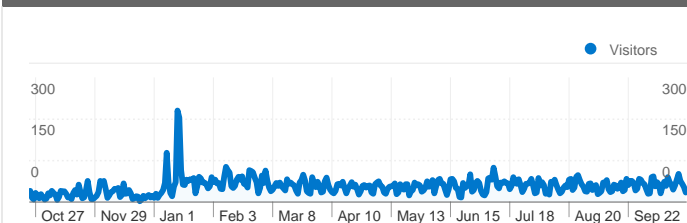
63,290 Pageviews

00:03:28 Avg. Time on Site

4.16 Pages/Visit

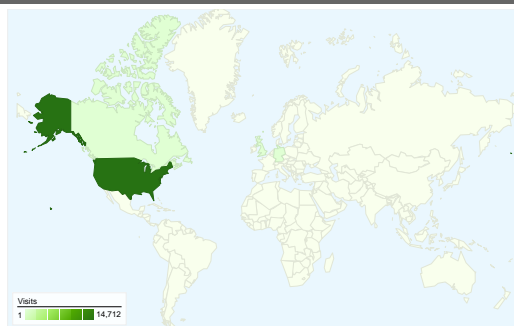
76.36% % New Visits

## Visitors Overview

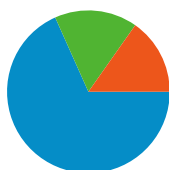


Visitors  
11,725

## Map Overlay



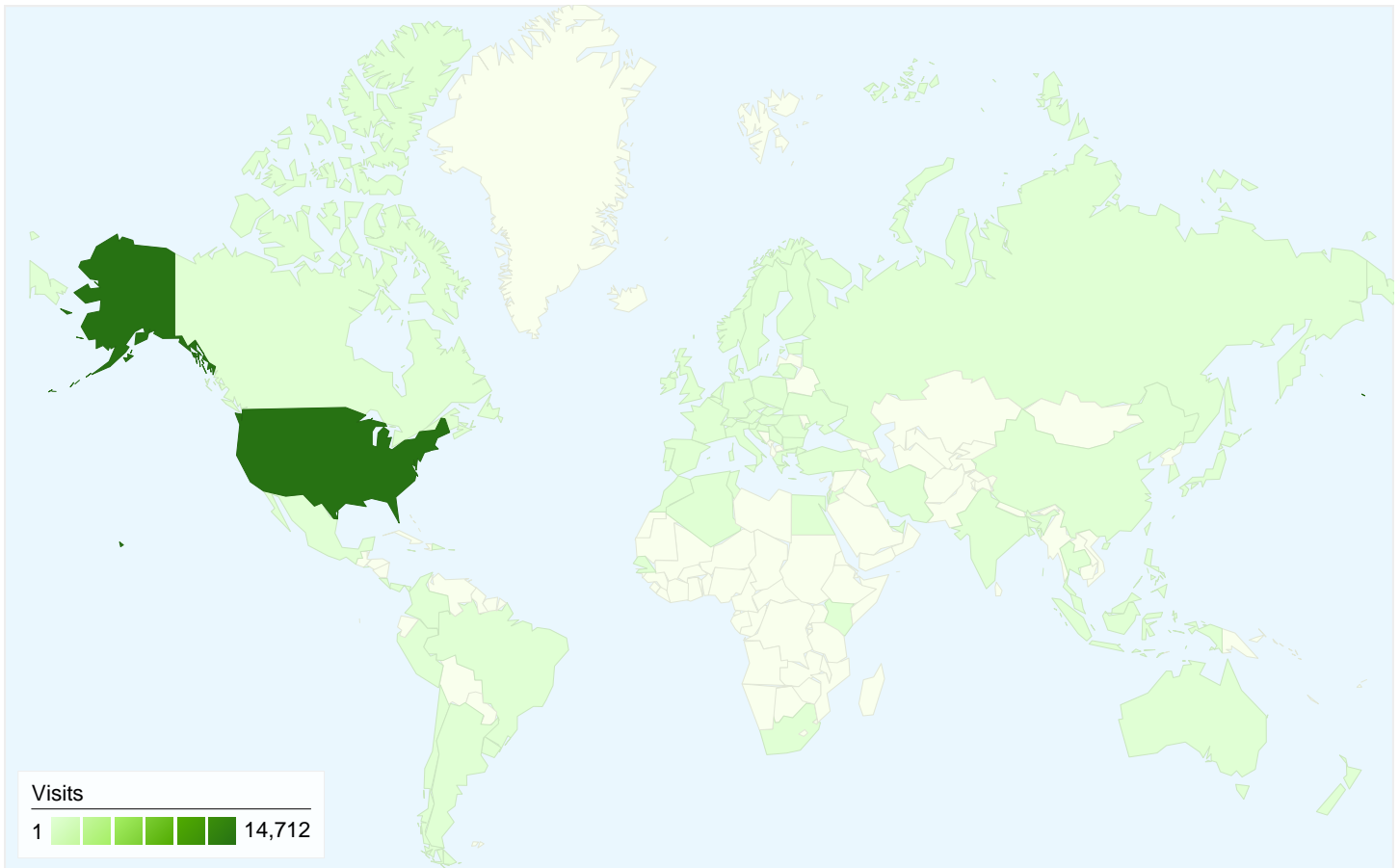
## Traffic Sources Overview



- Direct Traffic  
10,390.00 (68.31%)
- Referring Sites  
2,503.00 (16.46%)
- Search Engines  
2,317.00 (15.23%)

## Content Overview

Pages	Pageviews	% Pageviews
/index.php	16,127	25.48%
/collections/index.php	8,530	13.48%
/collections/countymap/index.p	2,271	3.59%
/collections/all/index.php	2,271	3.59%
/collections/institution/index.php	2,119	3.35%



## 15,210 visits came from 73 countries/territories

### Site Usage

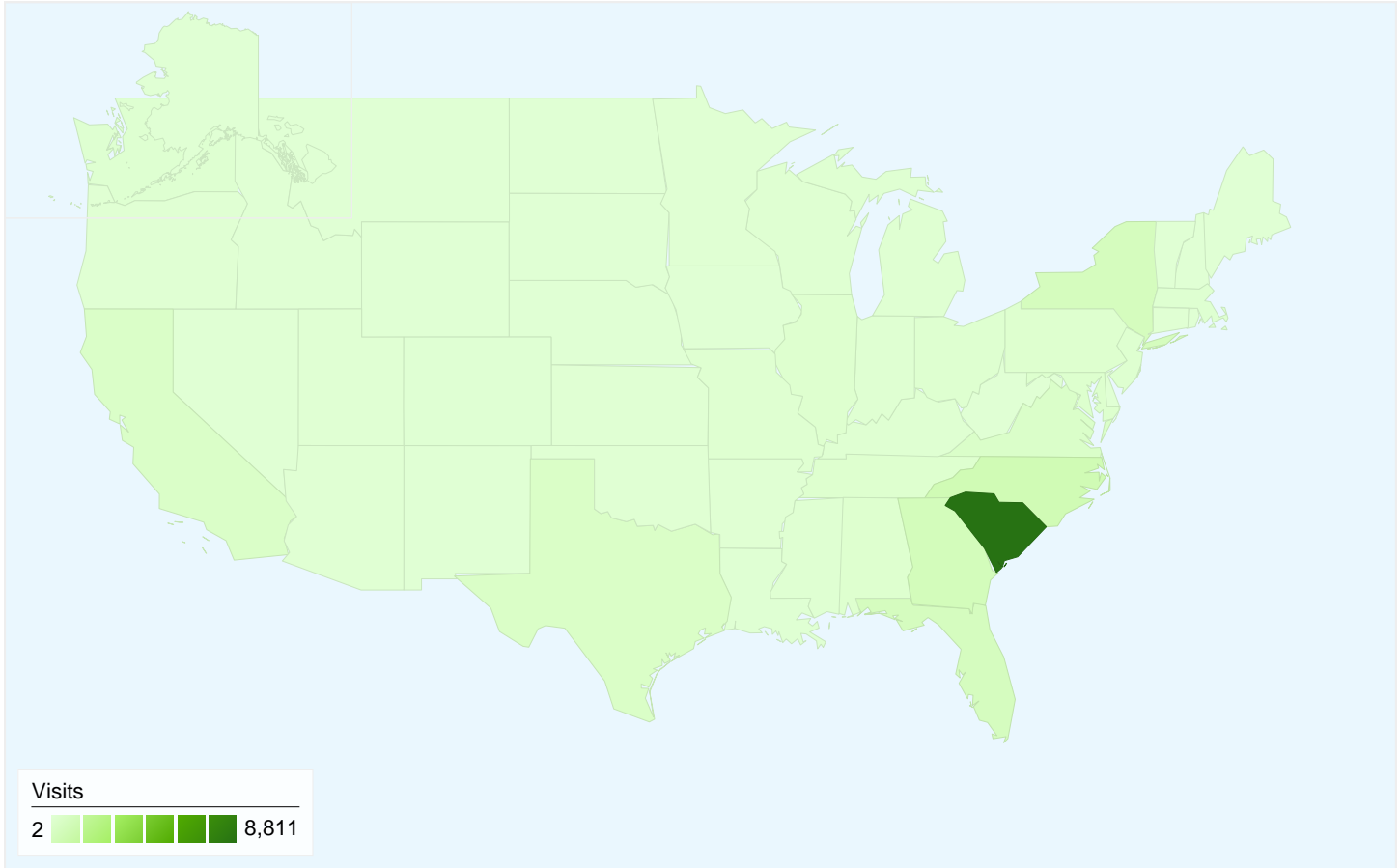
Visits 15,210 % of Site Total: 100.00%	Pages/Visit 4.16 Site Avg: 4.16 (0.00%)	Avg. Time on Site 00:03:28 Site Avg: 00:03:28 (0.00%)	% New Visits 76.43% Site Avg: 76.36% (0.09%)	Bounce Rate 39.59% Site Avg: 39.59% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	14,712	4.21	00:03:32	75.97%	39.31%
Canada	78	3.24	00:01:42	85.90%	39.74%
United Kingdom	53	4.38	00:03:02	92.45%	35.85%
(not set)	52	2.96	00:02:50	76.92%	46.15%
Germany	32	2.00	00:01:19	90.62%	53.12%
China	19	2.37	00:00:47	89.47%	31.58%
India	18	2.17	00:00:47	100.00%	50.00%
Spain	14	1.93	00:03:02	50.00%	50.00%
France	12	1.92	00:01:17	91.67%	41.67%

## Country/Territory Detail:

United States

Oct 24, 2008 - Oct 24, 2009

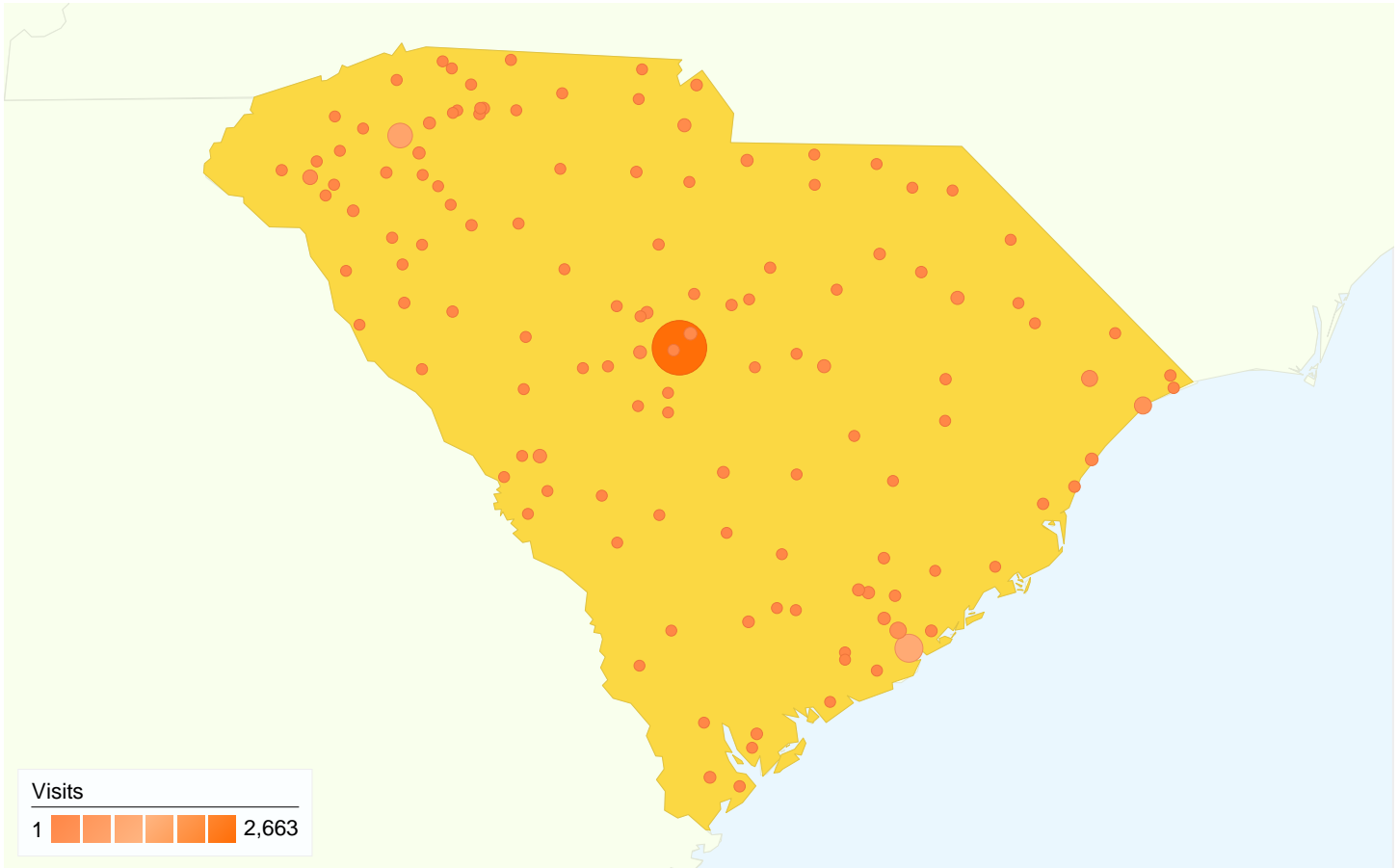
Comparing to: Site



This country/territory sent 14,712 visits via 52 regions

## Site Usage

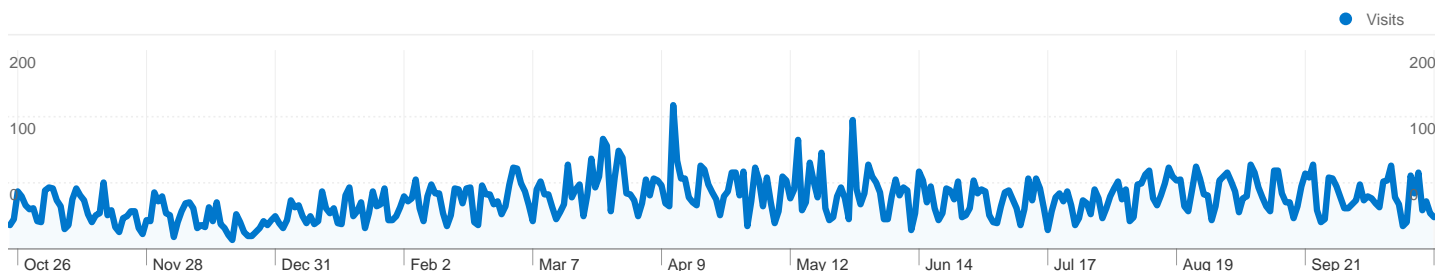
Visits 14,712 % of Site Total: 96.73%		Pages/Visit 4.21 Site Avg: 4.16 (1.17%)		Avg. Time on Site 00:03:32 Site Avg: 00:03:28 (1.71%)		% New Visits 75.97% Site Avg: 76.36% (-0.51%)		Bounce Rate 39.31% Site Avg: 39.59% (-0.68%)	
Region			Visits	Pages/Visit	Avg. Time on Site	% New Visits		Bounce Rate	
South Carolina			8,811	4.54	00:03:43	69.95%		39.96%	
North Carolina			810	3.80	00:03:22	85.43%		36.05%	
Georgia			652	4.11	00:03:56	83.44%		32.98%	
New York			596	3.30	00:02:59	80.54%		42.62%	
Florida			559	4.04	00:03:59	79.96%		35.78%	
Texas			343	3.82	00:02:54	89.21%		32.36%	
California			335	3.75	00:02:52	90.15%		46.27%	
Virginia			309	3.83	00:03:14	84.47%		35.92%	
Maryland			161	4.14	00:03:16	87.58%		36.02%	



## This state sent 8,811 visits via 129 cities

### Site Usage

Visits 8,811 % of Site Total: 57.93%	Pages/Visit 4.54 Site Avg: 4.16 (9.19%)	Avg. Time on Site 00:03:43 Site Avg: 00:03:28 (7.06%)	% New Visits 69.95% Site Avg: 76.36% (-8.40%)	Bounce Rate 39.96% Site Avg: 39.59% (0.95%)	
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Columbia	2,663	5.43	00:04:12	68.12%	41.79%
Charleston	1,043	5.70	00:05:21	52.83%	36.05%
Greenville	841	4.17	00:03:18	67.06%	34.60%
Myrtle Beach	380	2.91	00:02:20	63.16%	55.53%
North Charleston	341	4.04	00:03:56	68.91%	39.88%
Conway	315	4.24	00:03:57	61.90%	42.54%
Clemson	232	3.52	00:01:47	70.69%	43.53%
Aiken	157	5.25	00:03:33	74.52%	26.75%
Florence	140	3.63	00:03:21	85.71%	30.71%





## Site Usage

 **18,256** Visits

 **43.49%** Bounce Rate

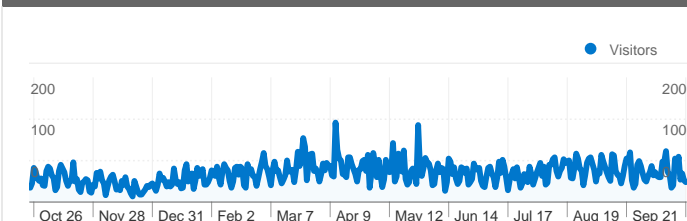
 **70,760** Pageviews

 **00:03:24** Avg. Time on Site

 **3.88** Pages/Visit

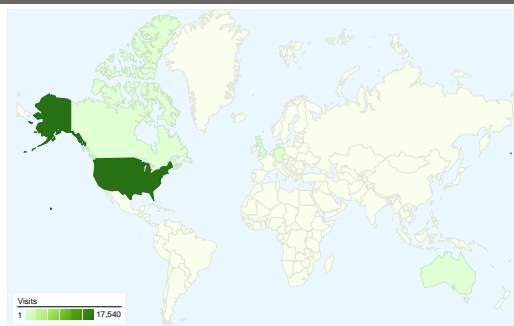
 **76.79%** % New Visits

## Visitors Overview

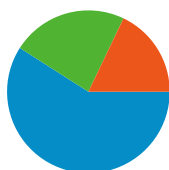


**Visitors**  
**14,294**

## Map Overlay



## Traffic Sources Overview

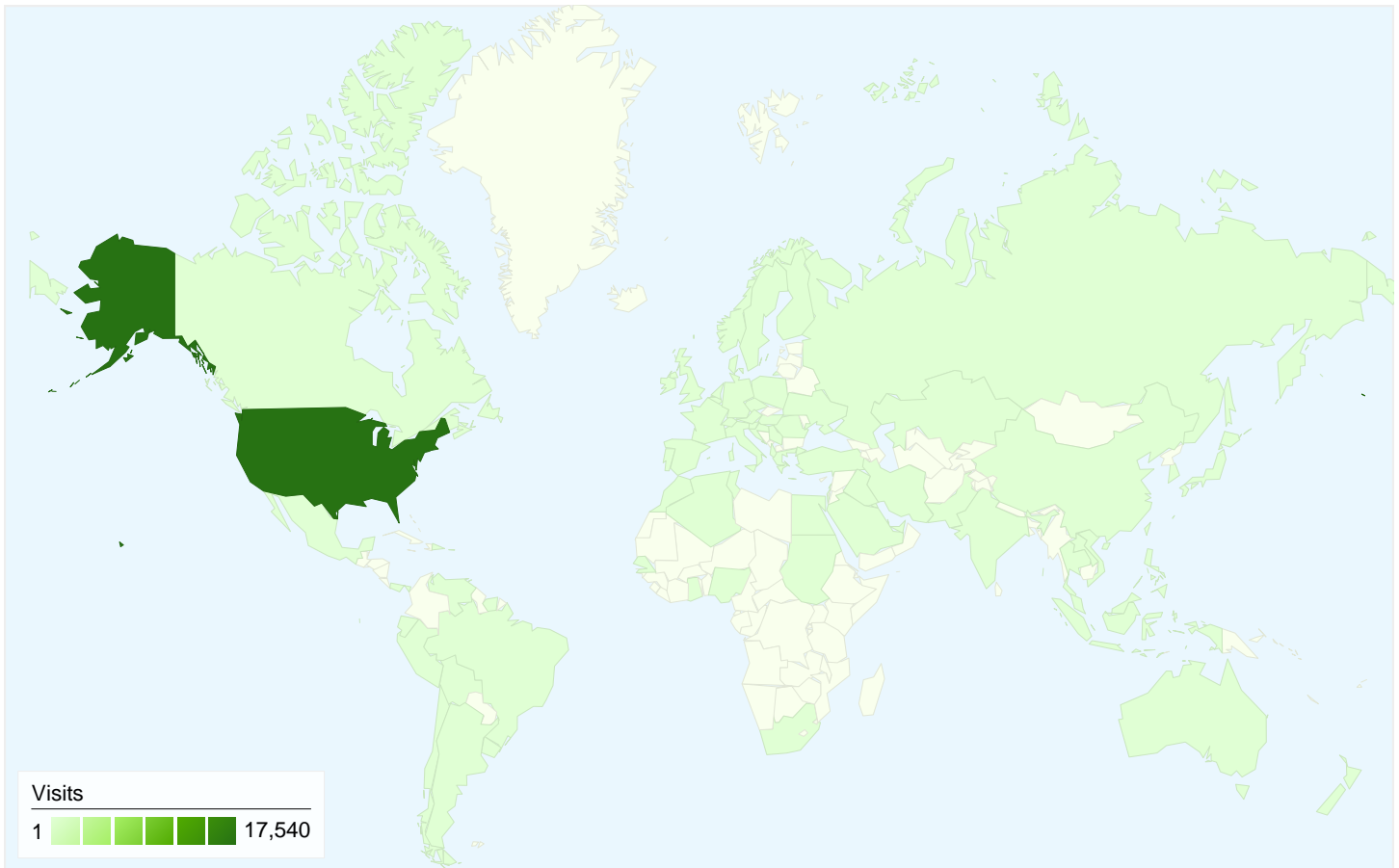


- **Direct Traffic**  
10,780.00 (59.05%)
- **Search Engines**  
4,208.00 (23.05%)
- **Referring Sites**  
3,268.00 (17.90%)

## Content Overview

Pages	Pageviews	% Pageviews
/index.php	15,039	21.25%
/collections/index.php	4,194	5.93%
/collections/countymap/index.p	2,993	4.23%
/collections/people/index.php	2,394	3.38%
/collections/mediatype/index.ph	2,357	3.33%





## 18,256 visits came from 84 countries/territories

### Site Usage

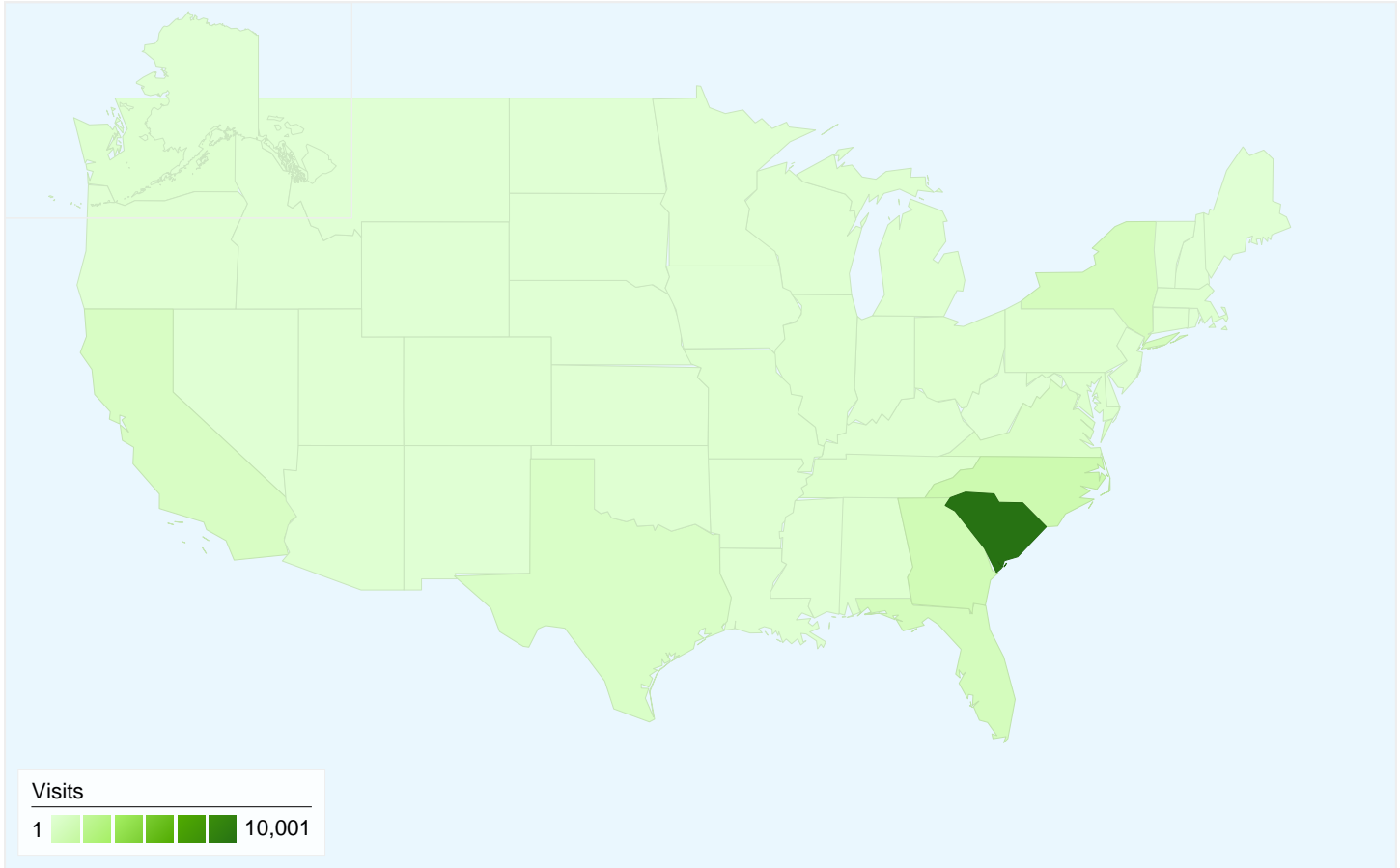
Visits 18,256 % of Site Total: 100.00%	Pages/Visit 3.88 Site Avg: 3.88 (0.00%)	Avg. Time on Site 00:03:24 Site Avg: 00:03:24 (0.00%)	% New Visits 76.89% Site Avg: 76.79% (0.13%)	Bounce Rate 43.49% Site Avg: 43.49% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	17,540	3.93	00:03:27	76.45%	43.20%
Canada	80	3.78	00:04:03	83.75%	33.75%
United Kingdom	79	2.59	00:01:33	87.34%	48.10%
Germany	56	2.39	00:02:25	82.14%	58.93%
Australia	46	2.26	00:03:47	73.91%	56.52%
(not set)	34	2.53	00:01:08	85.29%	55.88%
France	28	2.07	00:01:16	100.00%	64.29%
India	27	2.19	00:01:13	100.00%	66.67%
Spain	22	2.68	00:02:13	86.36%	45.45%

## Country/Territory Detail:

United States

Oct 24, 2009 - Oct 24, 2010

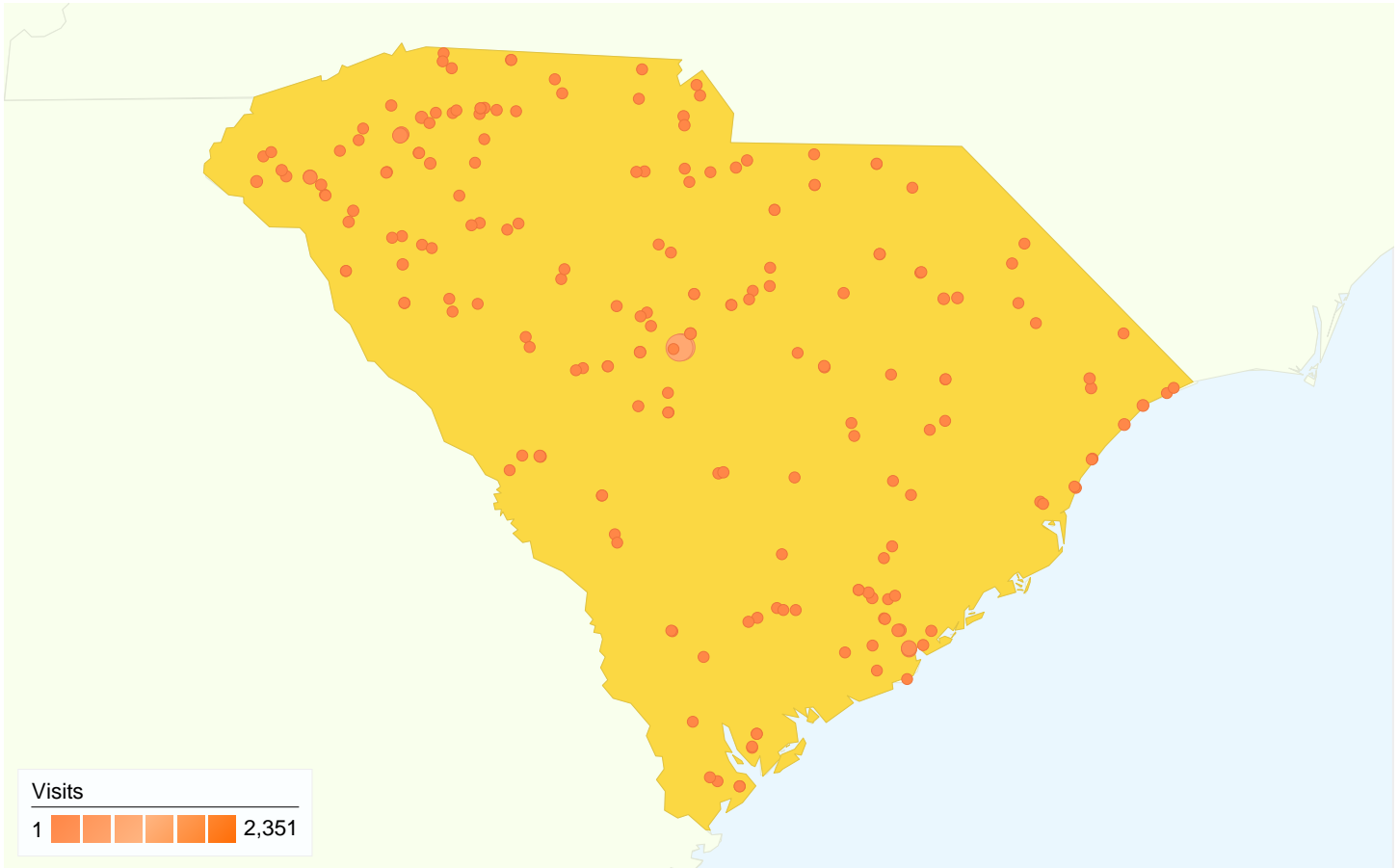
Comparing to: Site



This country/territory sent 17,540 visits via 52 regions

## Site Usage

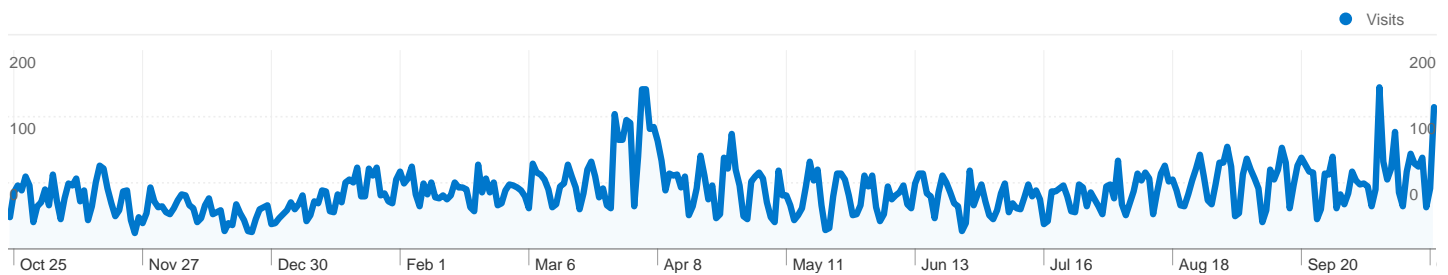
<b>Visits</b> <b>17,540</b> % of Site Total: <b>96.08%</b>		<b>Pages/Visit</b> <b>3.93</b> Site Avg: <b>3.88 (1.28%)</b>		<b>Avg. Time on Site</b> <b>00:03:27</b> Site Avg: <b>00:03:24 (1.30%)</b>		<b>% New Visits</b> <b>76.45%</b> Site Avg: <b>76.79% (-0.44%)</b>		<b>Bounce Rate</b> <b>43.20%</b> Site Avg: <b>43.49% (-0.65%)</b>	
Region			Visits	Pages/Visit	Avg. Time on Site	% New Visits		Bounce Rate	
South Carolina			10,001	4.33	00:03:54	70.76%		42.54%	
North Carolina			1,082	3.73	00:03:20	82.81%		38.26%	
Georgia			915	3.24	00:02:41	80.77%		42.95%	
Florida			702	3.77	00:03:18	83.90%		42.59%	
New York			669	3.16	00:02:56	82.36%		50.67%	
California			476	2.60	00:01:58	89.08%		54.62%	
Texas			409	3.35	00:02:13	88.02%		40.83%	
Virginia			374	3.46	00:03:20	83.96%		39.57%	
Tennessee			202	3.15	00:02:43	87.62%		39.60%	



This state sent 10,001 visits via 233 cities


Site Usage


Visits 10,001 % of Site Total: 54.78%	Pages/Visit 4.33 Site Avg: 3.88 (11.81%)	Avg. Time on Site 00:03:54 Site Avg: 00:03:24 (14.61%)	% New Visits 70.76% Site Avg: 76.79% (-7.85%)	Bounce Rate 42.54% Site Avg: 43.49% (-2.19%)	
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Columbia	2,351	6.01	00:06:01	59.25%	41.05%
Columbia	861	5.89	00:05:39	65.62%	41.11%
Greenville	774	3.57	00:02:34	70.03%	42.12%
Charleston	743	4.31	00:03:48	51.68%	46.30%
Clemson	395	2.92	00:01:19	72.15%	46.08%
North Charleston	299	3.43	00:03:16	69.90%	45.48%
Charleston	232	3.65	00:02:56	59.48%	42.67%
Greenville	230	3.53	00:02:54	83.04%	37.83%
Myrtle Beach	215	3.37	00:02:26	87.44%	44.19%




## Site Usage

 **21,569** Visits

 **48.07%** Bounce Rate

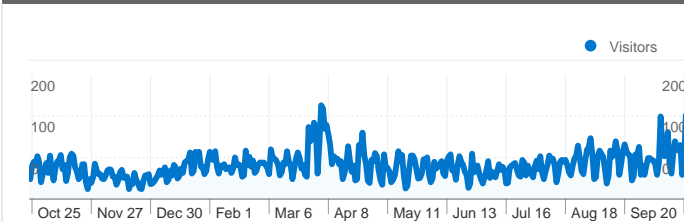
 **71,072** Pageviews

 **00:02:58** Avg. Time on Site

 **3.30** Pages/Visit

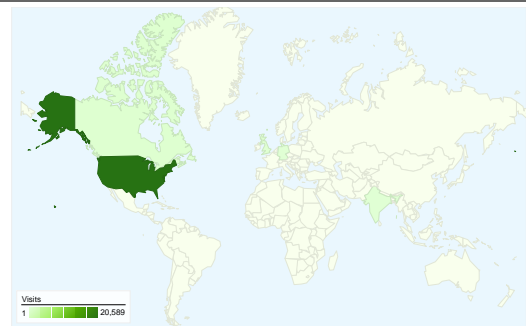
 **75.39%** % New Visits

## Visitors Overview

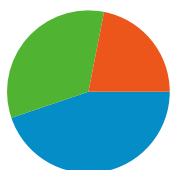


**Visitors**  
**16,637**

## Map Overlay



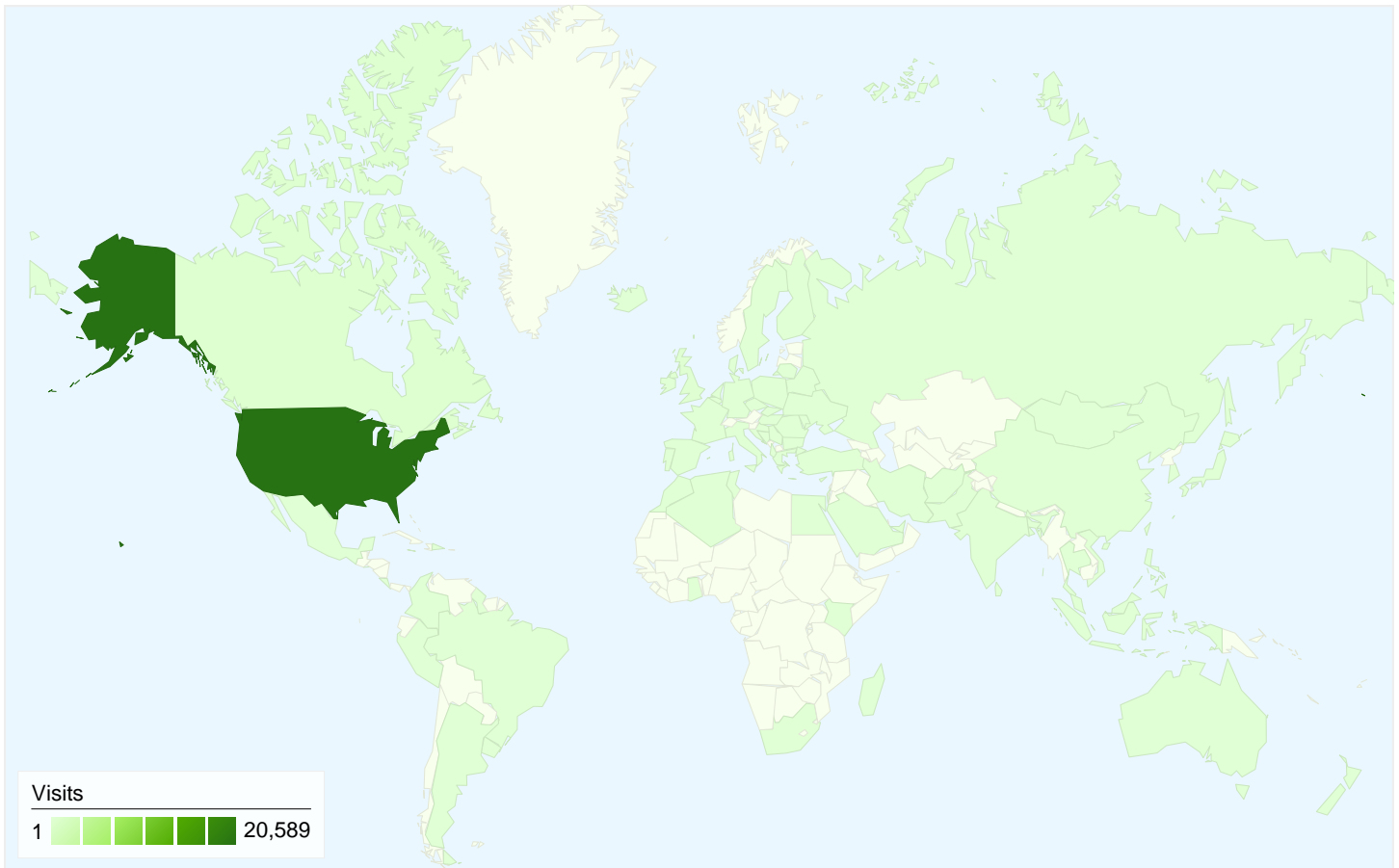
## Traffic Sources Overview



- **Direct Traffic**  
9,661.00 (44.79%)
- **Search Engines**  
7,180.00 (33.29%)
- **Referring Sites**  
4,728.00 (21.92%)

## Content Overview

Pages	Pageviews	% Pageviews
/index.php	16,374	23.04%
/collections/topics/index.php	3,974	5.59%
/collections/countymap/index.p	3,462	4.87%
/collections/people/index.php	2,642	3.72%
/collections/all/index.php	2,556	3.60%



## 21,569 visits came from 86 countries/territories

### Site Usage

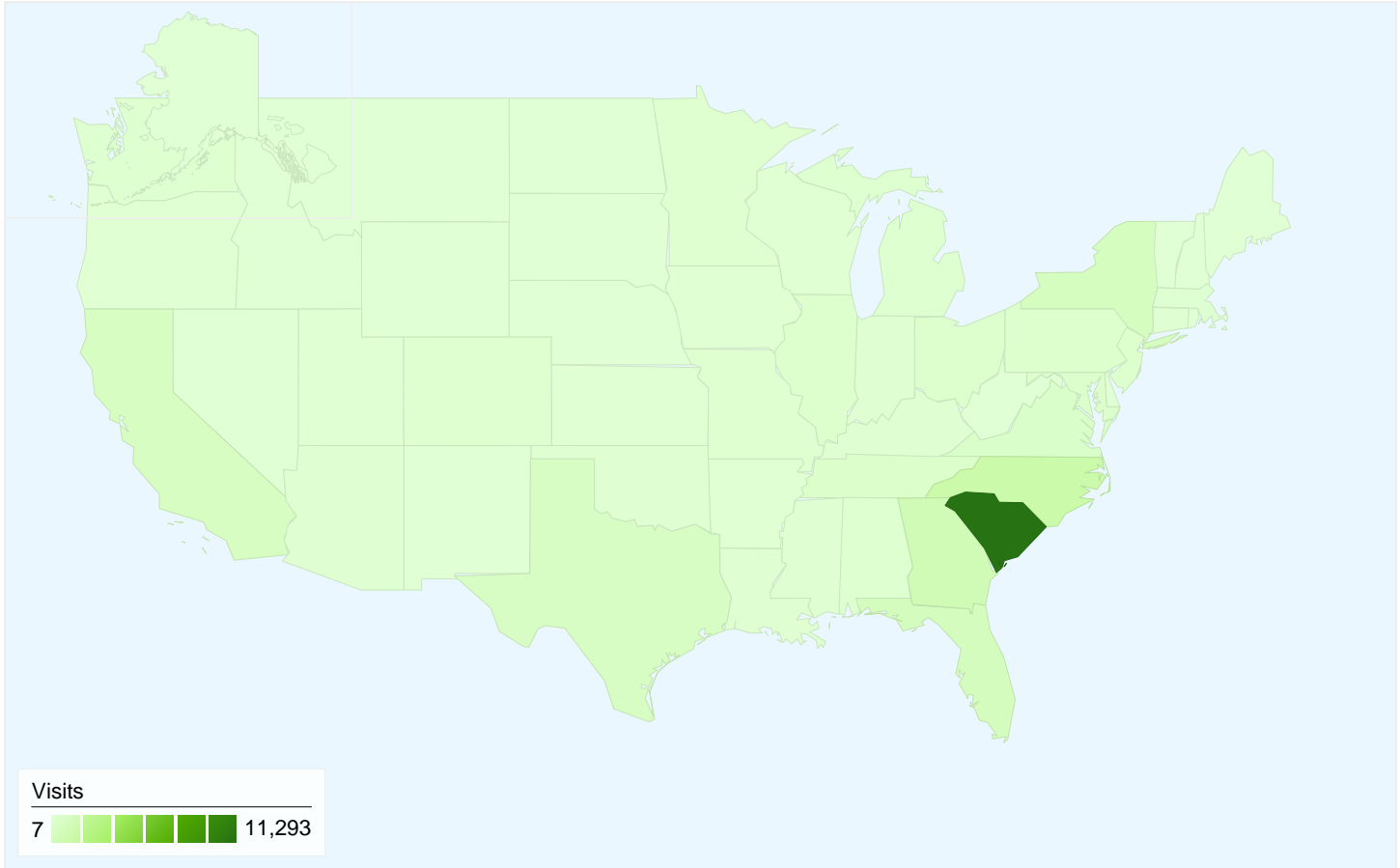
Visits 21,569 % of Site Total: 100.00%	Pages/Visit 3.30 Site Avg: 3.30 (0.00%)	Avg. Time on Site 00:02:58 Site Avg: 00:02:58 (0.00%)	% New Visits 75.52% Site Avg: 75.39% (0.17%)	Bounce Rate 48.07% Site Avg: 48.07% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	20,589	3.34	00:03:00	75.61%	47.19%
Canada	276	1.95	00:01:15	40.58%	82.61%
United Kingdom	125	2.30	00:02:20	81.60%	55.20%
Germany	49	2.43	00:01:32	83.67%	57.14%
India	42	1.74	00:01:26	100.00%	73.81%
(not set)	35	1.43	00:01:15	100.00%	88.57%
Spain	31	3.55	00:04:01	77.42%	58.06%
Australia	31	2.55	00:02:01	93.55%	67.74%
Malaysia	30	6.53	00:12:20	56.67%	33.33%

## Country/Territory Detail:

United States

Oct 24, 2010 - Oct 24, 2011

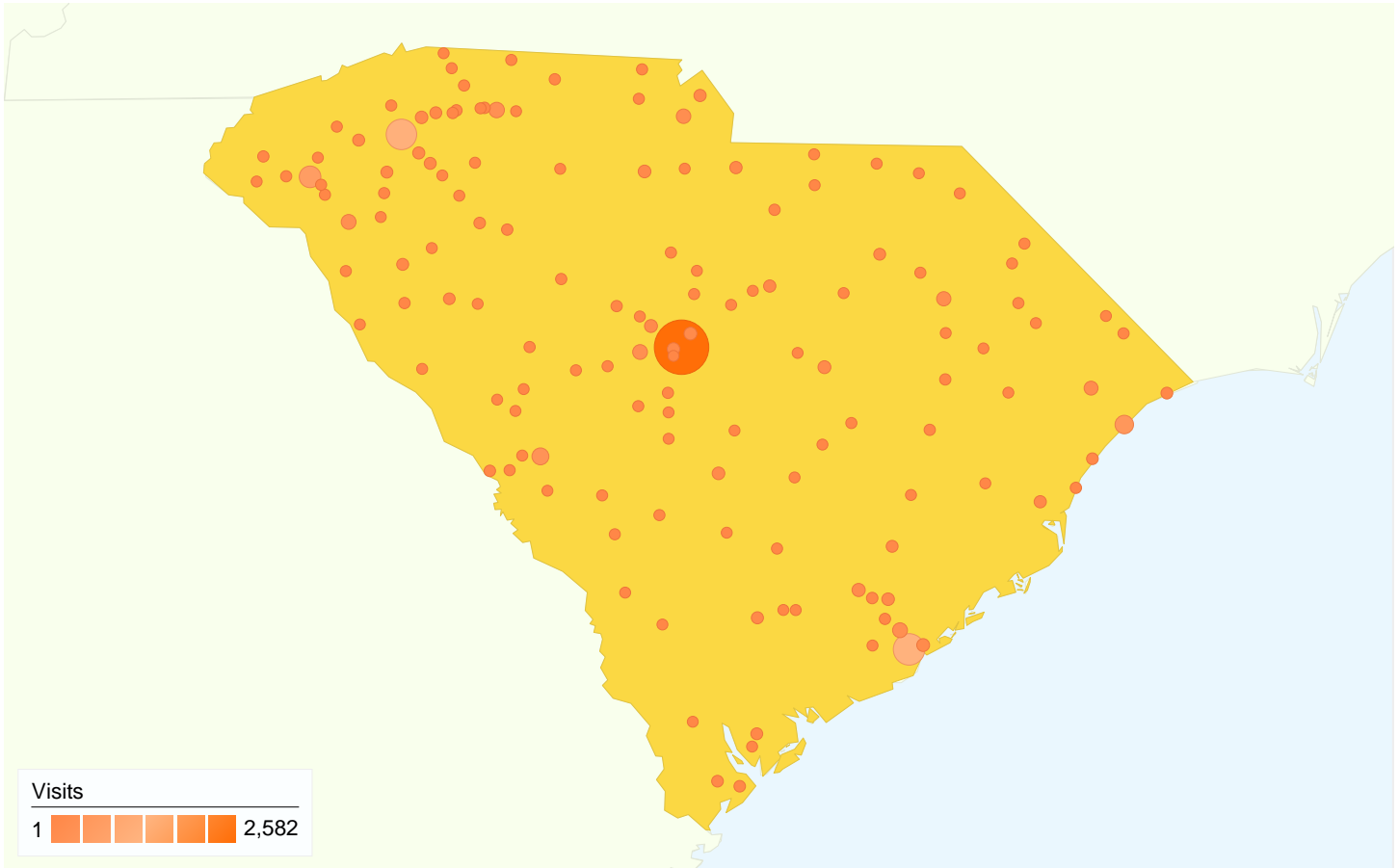
Comparing to: Site



This country/territory sent 20,589 visits via 52 regions

## Site Usage

Visits 20,589 % of Site Total: 95.46%		Pages/Visit 3.34 Site Avg: 3.30 (1.32%)		Avg. Time on Site 00:03:00 Site Avg: 00:02:58 (1.36%)		% New Visits 75.61% Site Avg: 75.39% (0.30%)		Bounce Rate 47.19% Site Avg: 48.07% (-1.84%)	
Region			Visits	Pages/Visit	Avg. Time on Site	% New Visits		Bounce Rate	
South Carolina			11,293	3.59	00:03:17	68.30%		44.45%	
North Carolina			1,378	3.09	00:02:47	80.26%		46.08%	
Georgia			1,029	3.25	00:02:57	84.35%		46.55%	
Florida			738	3.22	00:02:53	83.88%		48.24%	
New York			698	2.98	00:02:45	83.67%		53.30%	
California			575	2.77	00:02:39	89.04%		60.17%	
Texas			546	3.16	00:02:19	87.73%		46.89%	
Virginia			395	3.58	00:03:18	83.80%		45.32%	
Tennessee			319	3.20	00:02:56	85.58%		48.90%	



This state sent 11,293 visits via 141 cities

Site Usage

Visits 11,293 % of Site Total: 52.36%		Pages/Visit 3.59 Site Avg: 3.30 (8.97%)		Avg. Time on Site 00:03:17 Site Avg: 00:02:58 (10.64%)		% New Visits 68.30% Site Avg: 75.39% (-9.40%)		Bounce Rate 44.45% Site Avg: 48.07% (-7.53%)	
City			Visits	Pages/Visit	Avg. Time on Site	% New Visits		Bounce Rate	
Columbia			2,582	4.10	00:03:57	49.54%		41.48%	
Charleston			1,221	3.54	00:03:10	65.44%		46.68%	
Greenville			1,164	3.34	00:02:59	69.16%		44.76%	
Clemson			636	3.02	00:01:49	75.94%		49.21%	
Myrtle Beach			451	2.87	00:01:51	84.92%		48.78%	
Aiken			359	3.50	00:02:35	63.79%		44.29%	
Spartanburg			272	3.13	00:02:24	85.66%		48.16%	
North Charleston			236	2.75	00:02:57	58.47%		47.88%	
Anderson			234	3.37	00:03:10	78.63%		44.02%	



## Appendix C

### Images from Marketing Materials

Including poster, postcards, and pencils

## 1. Design Your Ad

[Design Your Ad FAQ](#)

Destination: South Carolina Digital Library [?]

Type: ☒ Facebook Ads [?]  
☐ Sponsored Stories [?]

Destination Tab: Wall [?]

Title: South Carolina Digital Library [?]  
0 characters left

Body: A free database of over 90,000 historic documents from S.C. academic and cultural institutions available for your research endeavors. [?]  
2 characters left

Image:  No file chosen [?]  
[Remove uploaded image.](#)

Preview:

**South Carolina Digital Library**



A free database of over 90,000 historic documents from S.C. academic and cultural institutions available for your research endeavors.

 Like · Kate Foster Boyd likes this.

## 2. Targeting

[Ad Targeting FAQ](#)

### Location

Country: [?] United States x

☒ Everywhere  
☐ By State/Province [?]  
☐ By City [?]

### Demographics

Age: [?] 16 - 30

Estimated Reach

**3,175,220** people

- who live in the **United States**
- between the ages of **16** and **30** inclusive
- who like **south carolina, history, american history x** or **history books**



View of King Street, downtown Charleston, during the  
South Carolina Inter-State and West Indian Exposition,  
1901-1902

Samuel Lord Hyde Photographs  
College of Charleston

See this collection and others like it at the **South  
Carolina Digital Library (SCDL) website:**  
[www.scmemory.org](http://www.scmemory.org). This project is made possible by  
a grant from the U.S. Institute of Museum and Library  
Services





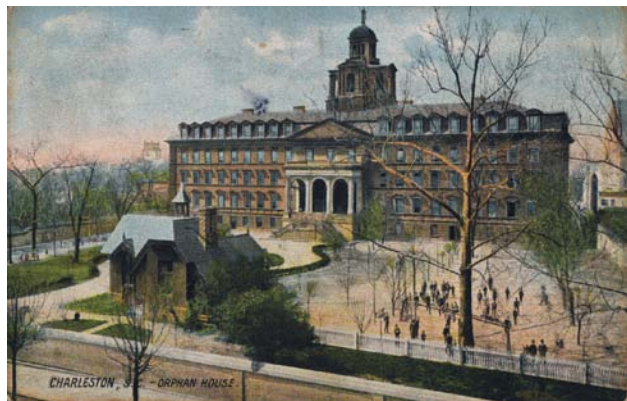
Greenville Public Library Bookmobile with Children  
South Carolina Public Library History, 1930 - 1945  
South Carolina State Library

See this collection and others like it at the **South Carolina Digital Library (SCDL)** website: [www.scmemory.org](http://www.scmemory.org). This project is made possible by a grant from the U.S. Institute of Museum and Library Services



African American Woman in Doorway of Cabin  
Beulah Glover (1887 -1991) Photograph Collection  
University of South Carolina, South Caroliniana Library

See this collection and others like it at the South Carolina  
Digital Library (SCDL) website: [www.scmemory.org](http://www.scmemory.org) .  
This project is made possible by a grant from the U.S.  
Institute of Museum and Library Services

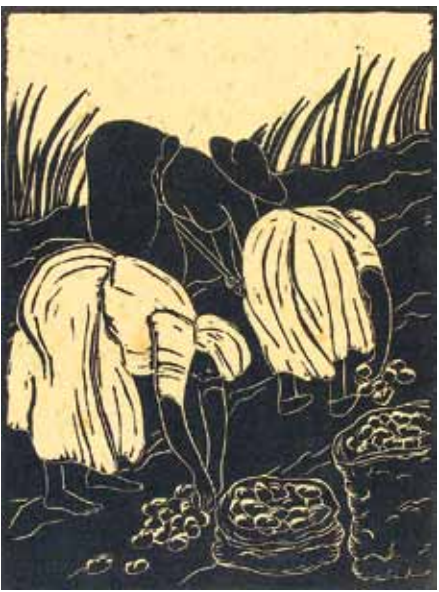


Charleston, South Carolina Orphan House,  
1904, postcard  
South Carolina Hospital Postcard Collection  
Waring Historical Library, MUSC

See this collection and others like it at the **South Carolina Digital Library (SCDL)** website:  
[www.scmemory.org](http://www.scmemory.org). This project is made possible  
by a grant from the U.S. Institute of Museum and  
Library Services







**TAKE THIS PICTURE**  
Aim your smart phone, equipped with any QR code reader app, at the code above to find out more about SCDL at [www.scmemory.org](http://www.scmemory.org)

FOUR WORDS ARE WORTH A THOUSAND PICTURES

# South Carolina Digital Library

[WWW.SCMEMORY.ORG](http://WWW.SCMEMORY.ORG)

The South Carolina Digital Library (SCDL) is a state-wide collaborative effort featuring digitized materials from more than 30 South Carolina cultural heritage institutions with funding from the University of South Carolina, Clemson University, College of Charleston, Georgetown County Public Library, the South Carolina State Library, and the Institute for Museum and Library Services.